

NEW YORK, SUNDAY, AUGUST 30, 1903.

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PRICE FIVE CENTS.

DRY GOODS, &C.

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DRY GOODS, &C.

We Give Blue Trading Stamps with Cash Purchases.

ROTHEMBERG & CO.

NEW YORK'S
FASTEST GROWING STORE.

WEST 14TH ST.

SATISFACTION GUARANTEED OR
MONEY PROMPTLY REFUNDED.

\$25,000 Worth of Rugs & Floor Coverings

Combined from Three Purchases to Make One Gigantic Sale.

Better values than these have never existed! Price inducements are astounding! This is the broadest and best array of Rugs, Carpets, Matings and Linoleums that we ever placed before you in a single sale. Three immense purchases combine to make the event the greatest of all the great triumphs that we have made in these lines. Take advantage of these offerings:

Smith's \$30 Axminster Rugs at \$19.98.

Famous for their beauty and durability; 12 feet long and 9 feet wide; Oriental and Persian patterns; good \$30 value, at..... 19.98

ALL-WOOL SMYRNA RUGS at 1-3 Saving. BEST QUALITY; Perfectly Reversible.

30x50, worth \$2.50; special at..... 1.25

30x36, worth \$3.50; special at..... 1.75

36x72, worth \$4.50; special at..... 2.98

48x84, worth \$6.00; special at..... 3.98

6x3, worth \$14.50; special at..... 9.98

7x10.6, worth \$12.00; special at..... 7.98

6x9, worth \$13.50; special at..... 8.50

7x10.6, worth \$23.50; special at..... 14.98

9x12, worth \$28.50; special at..... 19.98

KASHMIRE BRUSSELS RUGS. In Oriental and Persian patterns—reversible.

7x10.6, worth \$12.00; special at..... 7.98

6x9, worth \$13.50; special at..... 8.50

7x10.6, worth \$23.50; special at..... 14.98

9x12, worth \$28.50; special at..... 19.98

A SPECIAL LOT OF 200 ORIENTAL HALL RUNNERS, strictly hand made, in Oriental and Persian patterns; 9 feet long and 2 feet wide; worth \$3.75; special at..... 1.98

Bromley's Smyrna Rugs.

These are 60 inches long and 30 inches wide, reversible, and with knotted fringe; twenty-five patterns in Oriental and floral designs; worth \$1.75 each; special at..... 98c

\$22.50 Empire Brussels Rugs at \$15.98.

These are double extra rugs, woven in two pieces in beautiful patterns and all the new colorings—light or dark Oriental or floral designs, 12 feet long and 9 feet wide; worth \$22.50; special for this sale at..... 15.98

Carpets.—5th Floor.

W. & J. SLOAN'S ALL-WOOL VELVETS; parlor, sitting room, library, hall and stair patterns; value \$1.10 per yard; sale price..... 79c

\$1.35 and \$1.50 Axminster Carpets at 95c.

BIGLOW'S AND ALEXANDER SMITH'S FAMOUS AXMINSTER CARPETS in beautiful colors and attractive new Fall patterns, with or without borders to match, suitable for parlor, library or sitting room; worth \$1.35 and \$1.50 per yard, at..... 95c

Special Lace Curtains & Upholstery.

\$4.50 Arabian Lace Curtains at \$2.50.

These attractive Arabian Lace Curtains are just the same as those that have given eminent satisfaction when sold regularly at \$4.50 per pair. Heavy corded pattern, 34 yards long and 54 inches wide, beautiful designs; special, per pair..... 2.50

Renaissance Lace Curtains. Arabian Lace Curtains.

Value \$8.50 per pair, at 5.98.

Value \$9.75 per pair, at 6.75.

Value \$10.75 per pair, at 7.98.

Value \$12.50 per pair, at 8.75.

IRISH POINT LACE PANELS, suitable for vestibule doors and windows, average size, worth 59c, at 38c; special at..... 39c

Sale of Women's & Girls' Garments.

WOMEN'S ALL-WOOL PERBED CHEVIOT SUITS, of superior quality, in blue or black. Also handsome mixed suitings. The coats are made after the long skirted model. The coats in the mixed materials have shoulder capes and are belted at the waist; lined with silk serge; new-cut sleeve. The skirts are walking length, fully pleated, and cut from advance patterns. Sizes 32 to 42. \$15 value. Special..... 9.98

WOMEN'S SILK COATS FOR FALL WEAR.—The offering becomes of immense importance to you when it is made now, before Fall weather has arrived. Made from good heavy taffeta with new collar finished with ten rows of black stitching; taffeta streamers trimmed with black tulle lace; full puff sleeve with turnover cuff. The coats are lined and interlined, and usually retail at \$7.98 each. Special to-morrow at..... 4.98

A Tremendous Skirt Value.

This special lot will mark the first selling of this skirt at this price. It's a popular style, too, and the entire lot ought to go in a day. Made from heavy pepper and salt wool mixtures. Latest panel front with six deep pleats; two side pockets; full hips to form yoke; finished with small buttons. Three hundred of them to be placed on special tables to-morrow at..... 1.98

Misses' Suits Worth 50% More.

Louis XIV. skirted blouse coat with trimming of velvet and fancy silk braid, large puff sleeves. Skirts in the newest seven gore flare style. Made from the wool fancy suitings, in blue and gray, sizes 12 to 18 years; worth \$8.98; special at..... 5.98

The Fall Notion Sale

Best Values Ever Known.

Whether you use these needfuls in large quantities or small, you can't afford to miss this sale. For words are necessary. We have always led in great sales. We shall certainly lead in this one. QUALITIES ARE STRICTLY RELIABLE.

DRESS FORMS, jersey covered, sizes 32 to 40, 29c.

PEARL BUTTONS, all sizes, 2 dozen on card, 4c.

GLACE BELTING, 9-yd. pieces, 9c.

WASHABLE DRESS SHIELDS, sizes 2, 3, 4, 6c.

HOOKS AND EYES, spring back, per gross, 5c.

HOOK AND EYE TAPE, black, white and gray, per yard, 9c.

CLIMAX SEWING SILK, black, per spool, 2c.

BASTING COTTON, 100 yds., per doz., 5c.

CLARK'S O. N. T. COPTON, all numbers, black and white, 200 yards per dozen, 50c.

LARGE PAPER PINS, good quality, per dozen, 10c.

Household Linens.

A Sale of Intense Interest.

Heavy Russia Kitchen Towelling, 44c

Heavy All Linen German NAPKINS, 65c

Extra Heavy All Linen Kitchen TOWELLING, 54c

Heavy All Linen Bleached NAPKINS, value \$1.00 doz., at..... 85c

Checked Glass TOWELLING, per yard, 64c

Good Quality Hemmed Neck TOWELS, ea. 6c

72-inch Bleached TABLE DAMASK, per yard..... 45c

All Linen Table CLOTHS; red and blue borders; also plain white; value \$1.75, at..... 98c

One Thousand Beautiful French China Tea Cups and Saucers, decorated in our own Limoges shops; assorted original designs, real value 25c; special at..... 19c

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Broadway, 34th to 35th st.

We operate our own Cut Glass Factory and China Decorating Shops on the premises and at Limoges and Carlsbad. We also have easy access to the most celebrated China factories in the world, and our drafts upon them for the best productions are practically without limit. Our capacity for selling, supplemented by your continuous patronage, justifies the largest buying on our part.

One Million Dollars

Is the value of the China, Glass, Statuary, Bric-a-Brac and Lamps involved in this sale. All of it is on display or within easy reach.

Our counters are the sources that supply homes, hotels, restaurants, railway and steamship corporations throughout the country. Handling such immense quantities gives us firm command of the market—enables us to secure China cheaper than other dealers. This fact, plus the well known Macy policy of small profits and no credit, controls conditions in your favor.

Lace Curtains.

Recent importations of Irish Lace Curtains—all the handsomest St. Gall and Paris effects in white, ivory and ecru.

\$3.74 for others' \$5.00 quality.
\$4.48 for others' \$6.00 quality.
\$4.98 for others' \$7.50 quality.
\$5.98 for others' \$8.50 quality.
\$7.98 for others' \$10.00 quality.

Nottingham Lace Curtains—copies of Brussels, Arabian, Renaissance, Marie Antoinette and Colbert designs.

\$1.49 for others' \$2.00 quality.
\$1.74 for others' \$2.50 quality.
\$1.89 for others' \$2.75 quality.
\$2.24 for others' \$3.00 quality.
\$3.24 for others' \$4.00 quality.
\$5.75 for others' \$5.00 quality.
\$4.48 for others' \$6.00 quality.

It is the remarkable varieties and values provided by this September Sale that we depend upon to stimulate buyers. The power of the movement is in complete accord with what the most sanguine would naturally expect from the supreme effort of the biggest store in the world devoted to retailing.

Decorated Porcelain and China Dinner Sets.

Bargains—real, genuine Bargains. It is offerings like these that win the old, stereotyped, much-misapplied word from utter meaninglessness.

Porcelain Dinner Sets, 100 pieces, underglaze decorations, advertised elsewhere at \$7.30; our \$5.87 price.....

Porcelain Dinner Sets, 102 pieces, tinted spray decorations, advertised elsewhere at \$9.00; our \$7.47 price.....

Porcelain Dinner Sets, 102 pieces, floral and gilt decorations, advertised elsewhere at \$12.00; our \$9.87 price.....

Carlsbad China Dinner Sets, direct from our own factory, the china is of flawless quality, the decorations are rich with gilt, complete with soup tureen, real value \$12.37; our price..... \$10.37

Limoges China Dinner Sets, pretty, delicate pink floral decorations, gilt handles, 101 pieces, advertised \$14.97 elsewhere at \$20.00; our price..... \$12.97

Theodore Haviland's China Dinner Sets, dainty flower decorations, handles and knobs finished with clouded gold, 100 pieces, advertised elsewhere at \$17.69; our price..... \$15.69

Theo. Haviland's Dinner Sets, 112 pieces, charming decorations, gilt on every piece, advertised elsewhere at \$24.87; our price..... \$21.87

Theo. Haviland's Dinner Sets, 124 pieces, decorations of tinted bouquets and gilt bow-knots, advertised \$43.21 elsewhere at \$60.00; our price..... \$39.21

Theo. Haviland's Dinner Sets, 124 pieces, dotted border and dainty wreaths and gold edges are the decorative scheme, advertised elsewhere at \$67.50; our price..... \$57.50

Limoges China Dinner Sets, 125 pieces; the decorations are rich and original designs in gold leaf borders, advertised elsewhere at \$95.00; our price..... \$79.00

Our assortment of finer sets is correspondingly complete and attractive. A greater range of styles to choose from cannot be found beneath any roof in America. Impartial comparisons justify the statement that our prices are 25 to 35 per cent cheaper than the closest competition.

Open Stock Patterns.

Over fifty styles of French, English, Austrian and American Decorated China known as "Open Stock Patterns." They are sold by the set or by the single piece. This permits you to choose sets that serve your individual requirements and at any time replace articles that may be broken.

China Bargain Tables

No magic wrought the money-saving chances—just Macy's methods. The bargain tables are loaded with Theodore Haviland's Dinner Ware—assorted floral designs—pink and blue are the ruling tints in the decorative studies. Gold, in the mellowed clouded effects beautifies the handles, knobs and edges. We will sell this exquisite China at about the prices of ordinary white ware.

10c. for 15c. Individual Butters.

19c. for 30c. Fruit Plates.

21c. for 35c. Tea Plates.

23c. for 40c. Soup Plates.

25c. for 40c. Breakfast Plates.

29c. for 50c. Dinner Plates.

29c. for 50c. Cups and Saucers.

39c. for 60c. Pickle Dishes.

87c. for \$1.25 Bakers.

97c. for \$1.50 Gravy Boats.

69c. for \$1.25 Dishes—ten inches.

97c. for \$1.25 Dishes—twelve inches.

\$1.47 for \$1.75 Dishes—fourteen inches.

\$1.97 for \$2.75 Dishes—sixteen inches.

\$1.47 for \$1.75 Covered Dishes.

\$1.97 for \$2.75 Soup Tureens.

First Floor.

China Plates.

French China Plates—graceful and effective floral decorations, the work of our own artists who design and execute in the Macy studio at Limoges.

The same qualities are sold by others at fifty per cent more than we ask.

10c. for 5 1/2 inch Plates.

12c. for 6 1/2 inch Plates.

19c. for 7 1/2 inch Plates.

19c. for 8 1/2 inch Plates.

Sample Plates.

These "Sample" Plates provide desirable exclusiveness and splendid variety—no two being alike. The factory requested our opinion before producing large quantities.

Our advice, suggestions and criticisms are constantly sought by European manufacturers because we are purveyors to American tastes and preferences, can discriminate artistically and intelligently. The samples remain with us, of course—until you carry them away. They are worth 50c. to \$3.00; choice 29c. to \$1.97.

Theo. Haviland's Game and Fish Sets.

Each Set is composed of thirteen pieces: Ideal fish and game centres, embellished with red and green borders with the added grace of delicate gold lace effects. They are \$35.00 sets, but during this sale will be sold at \$17.49.

Richer qualities relatively cheap.

Some Plain Statements Concerning Precious Oriental Rugs.

We wish to build up a business in Oriental Rugs that will be second to none in America. This is the initial announcement that indicates the lines upon which we intend to act in order to realize that wish.

Our buyer made personal selections in the European markets. Every Rug we display is here because expert and artistic judgment found something of true merit in it. We bought as cheaply as possible—bought slowly, thriftily and intelligently. We will sell on a strictly commercial basis. Sentiment can have no part in the control of our prices. Governed by the regular Macy small margin of profit, these kinds of Rugs are now brought within the reach of more people than ever before. This is exactly as we have always done. But not until moving into our new building—the largest retail store in the world—did we have the room to achieve any decisive reputation as sellers of Oriental Rugs. With immense space, great stocks and right principles behind prices, there is nothing left undone to secure quick and enormous success.

1. 49 for Anatolian Mats; a large sprinkling of rich antique pieces is among them. They are sold by others at \$2.50 to \$3.00.

4. 98 for Shirvans, Carabags and Hamadans—average size, 3x4 1/2 feet. They are beautiful Rugs and of strong workmanship; sold by others at \$8.00 to \$10.00.

7. 98 for Guejil, Samarkans and Daghestan Rugs, average size 3x5 1/2 feet; fine designs and rich colorings; sold by others at \$12.00 to \$15.00.

9. 98 for Daghestan and Prayer Rugs, average size 3 1/2 x 5 feet. The velvety texture and marvellously intricate designs that only the Caucasians weave; sold by others at \$15.00 to \$18.00.

14. 94 for Daghestans, Kazaks, Cashmires, Moussuls, Feraghans, Irans and Semendans, sizes run up to 4 1/2 x 7 1/2 feet. The designs are Orientaly quaint, the colors are restfully mellow; sold by others at \$20.00 to \$25.00.

19. 97 for Shiraz, Iran, Feraghan and Kazak Rugs, average size 4 1/2 x 7 1/2 feet; also a few Hall Runners, 3 1/2 x 12 feet; such colors could only come of age; softened by years, luxurious, sumptuous, silky pile; sold by others at \$30.00 to \$35.00.

23. 98 for Antique Daghestans, Feraghans and Irans—wonderful weaving—the designs were doubtless first wrought two thousand years ago; fine, flexible, silky, soft; sold by others at \$30.00 to \$40.00.

34. 98 for Anatolian Silk Rugs—just twenty-five of them. The colorings are harmonious—blown bluish of pink, turquoise, ivory, green and other delicate, shimmering tints that suggest roses, cream, blossomed hedgerows, sun-kissed seas and jewels; sold by others at \$50.00 to \$75.00.

Tabriz, Kermanshah, Senna, Ispahan and Antique Daghestan Rugs—a large assortment of the finest Turkish and Persian weaves—close and firm. The designs, colors and texture reflect the art of roving barbarians. Sold by others up to \$150.00; our prices.....

\$29.98 to \$74.98

Cashmires and Soumaks—we have them ranging up to the very unusually large size of 10 1/2 x 13 feet. The designs are in deep, striking reds and blues accentuated by being outlined in ivory. They are especially appropriate for libraries, dining rooms and reception halls. Sold by others at \$70.00 to \$200.00; our prices.....

\$59.98 to \$149.98

Afghans and Khiva Bokharas, average size 7 1/2 x 10 feet—blue, green and ivory Persian figures on rich red grounds. Their pile is extra heavy, and many of them have the silky finish that imparts such rare sheen to the surfaces. Sold by others at \$85.00 to \$115.00; our prices.....

\$49.98 to \$74.98

Oriental Rugs—Carpet Sizes.

Briefly stated—we are showing Turkish Carpet Rugs in all sizes up to 11x16 feet. There are many superb medallion designs among them—also a large number of what are known technically as all-over patterns. Colors range from light to dark.

The prices are uniquely, peculiarly Macy's.

Our price \$44.48; others ask \$60.00—approximate size 8 x 10 ft.

Our price \$38.98; others ask \$55.00—approximate size 9 x 12 ft.

Our price \$79.98; others ask \$130.00—approximate size 9 x 12 ft.

Our price \$129.98; others ask \$150.00—approximate size 11 x 16 ft.

Sultanabad, Muskadab and Savalan Persian Rugs—they combine all the grace and excellence for which Persian Rugs are famed.

Our price \$68.98; others ask \$85.00—approximate size 7 x 10 ft.

Our price \$38.98; others ask \$55.00—approximate size 8 x 11 ft.

Our price \$97.98; others ask \$130.00—approximate size 9 x 12 ft.

Our price \$129.98; others ask \$150.00—approximate size 10 x 13 ft.

These Indian Rugs are ideal for parlors—symmetrical designs in ecru, green, pink, blue and other delightful shades.

Our price \$69.98; others ask \$85.00—approximate size 7 x 10 ft.

Our price \$39.98; others ask \$55.00—approximate size 9 x 12 ft.

Our price \$129.98; others ask \$150.00—approximate size 10 x 13 ft.

Herez, Serapi and Gorovan Rugs—sizes from 10 1/2 x 14 1/2 to 12 x 16 feet. Medallion centres worked out in lovely reds and blues and small detached figures in sky, gold, ivory and brown. Heavy, thick, close pile. Sold by others at \$350.00 to \$380.00; our prices.....

\$249.98 to \$349.98

Many Kinds of Art Goods and Bric-a-Brac at One-Third Below Value.

A broad, quick, comprehensive trade-movement organized for the purpose of gaining needed space for the display of the new things that nearly every home-bound trans-Atlantic steamer is bringing to us.

It's an exceptional opportunity to secure superb specimens of Royal Berlin, Royal Worcester, Royal Dresden, Sevres, Minton and Rudolstadt Art Pieces for wedding and anniversary presents. Fore-hand, thrifty people will not ignore the economy of selecting Christmas presents during this sale.

Continuation of the Greatest Furniture Sale in the History of Our House.

Hardwood Clothes Pins, 100 for 11c.

Bosom Boards, 12c; with felt, 27c.

Oiled Chopping Bowls, 17c, 29c, 41c.

Folding Work Tables, with yard measure, 99c.

Oak Invalid Trays, \$1.29.